



DESTINATION PANAMA CITY  
REGULAR MEETING

Location: Destination Panama City Visitor's Center  
101 West Beach Drive, Panama City, FL 32401  
12/13/24

- 1) Roll Call
- 2) Approval of Minutes – October 18, 2023
- 3) Acceptance of TDT Revenue Reports – FY23 Final
- 4) Acceptance of TDT Revenue Reports – FY24, October 2023
- 5) Financial Status Report – Period Ending September 2023
- 6) Financial Status Report – Period Ending October 2023
- 7) Event Grant Assistance Requests
  - a) Krewe of St. Andrews – Mardi Gras, February 2-4, 2024
  - b) House of Henry – St. Patrick's Day, removed by applicant
- 8) St Andrews School Project
- 9) CEO Updates
  - a) Florida Black History Museum Task Force Presentation
  - b) Living Shoreline Initiative
  - c) Storage Unit Update
  - d) First Federal Bank Account & Business Credit Cards
- 10) Public Participation
- 11) Adjournment

**Panama City Community Development Council  
dba Destination Panama City  
Agenda Item Summary**

**1. PRESENTER NAME:**

Jennifer M. Vigil  
President & CEO

**2. MEETING DATE:**

12/13/2023

**3. REQUESTED MOTION/ACTION:**

Board accept the Board Meeting Minutes of 10/18/2023 as presented.

**4. AGENDA**

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

**5. IS THIS ITEM BUDGETED (IF APPLICABLE)?:** YES  NO  IF NO, STATE ACTION REQUIRED  N/A

BUDGET ACTION:  
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES  NO

**6. BACKGROUND:** (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)

Board Meeting Minutes 10/18/2023 have been prepared for review and acceptance.



DESTINATION PANAMA CITY  
REGULAR MEETING

Location: Destination Panama City Visitor's Center  
101 West Beach Drive, Panama City, FL 32401  
October 18 2023

- 1) Roll Call – At the beginning of the meeting Chairman Nirav Banker, Board Member Brian Grainger, Board Member Janice Lucas, and Board Member Michael Rohan were present. Board Members Jenna Haligas and Joshua Street arrived a few minutes late. Absent the meeting was Board Member Jean Capps.
- 2) DPC Board Roles and Responsibilities – this agenda item was held until after the acceptance of the TDT Revenue Reports to allow Board Members Haligas and Street to arrive. After Agenda Item 4, CEO Vigil explained the recent municipal election resulted in Destination Panama City Executive Board to have some vacancies. She stated that Board Member Nirav Banker had expressed interest in remaining in the Chairman position and that Board Member Grainger had mentioned his willingness to serve as Vice Chair, leaving the position of Secretary / Treasurer unfilled. CEO Vigil stated the importance of the Secretary / Treasurer position because the individual in that role has to review and approve the monthly financial statements as the DPC Board does not meet monthly.
  - a) Chairman – Authorized Signer – Board Member Grainger motioned to select Nirav Banker as Chairman, Board Member Rohan seconded the motion and it passed unanimously. (6-0)
  - b) Vice Chairman – Authorized Signer – Board Member Lucas motioned to select Brian Grainger as the Vice Chairman, Chairman Banker seconded the motion and it passed unanimously. (6-0)
  - c) Secretary – Treasurer – Monthly Review & Approval of Financial Statements and Authorized Signer – After some discussion Board Member Lucas motioned to select Joshua Street as Secretary / Treasurer, Board Rohan seconded the motion and it passed unanimously. (6-0)

- 3) Approval of Minutes – April 25, 2023 – Chairman Banker moved to accept the Minutes of the April 25, 2023 as presented. The motion was seconded by Board Member Rohan and it passed unanimously. (4-0)
- 4) Acceptance of TDT Revenue Reports – FY23 Collections thru August 2023 – CEO Vigil presented the TDT Revenue Reports as prepared by the Bay County Clerk of Court TDT division. Board Member Lucas motioned to accepted the TDT Revenue Reports as presented. The motion was seconded by Board Member Grainger and it passed unanimously. (4-0)
- 5) Financial Status Report – Period Ending August 31, 2023 – CEO Vigil presented the Financial Status Report for period ending August 31, 2023. With there being no questions, Board Member Rohan motioned to accept the financial reports as presented. Vice Chairman Grainger seconded the motion and it passed unanimously. (6-0)
- 6) Marketing Contract Renewal Ratification – One year renewal with MWB – CEO Vigil explained that the original marketing contract was for only nine months to align the contract dates with the fiscal year and there had always been the intention of utilizing at least the first one year renewal so the agency had time to plan and execute campaigns. Vice Chairman Grainger motioned to approve the contract renewal ratification, seconded by Secretary / Treasurer Street, the motion passed unanimously. (6-0)
- 7) Public Relations Contract Renewal Ratification – One Year Renewal with LRC – Again CEO Vigil explained the desire to continue working with LRC as the official public relations agency. Chairman Banker motioned to approve the contract renewal with LRC, followed by a second from Board Member Rohan. The motion passed unanimously. (6-0)
- 8) Research Contract Ratification – Placer.ai (new provider) – CEO Vigil explained that the agency was using Madden Voyage but the platform was being sunset by the provider. After a great deal of research, CEO Vigil was able to negotiate and engage Placer.ai to replace the Madden Voyage platform at a cost savings of \$6,000 annually. Vice Chairman Grainger motioned to approve the research contract ratification; followed by a second from Board Member Lucas. The motion passed unanimously. (6-0)

- 9) Research Contract Ratification – KeyData (new provider) – CEO Vigil explained that the agency was using a combination of Smith Travel Research and AirDNA data but the limitations on those two platforms were that they only showed historic data. There was no data available for future booking, unless additional task orders were issued at additional costs. Following the lead of VISIT FLORIDA and many other destination marketing organizations in the state of Florida, CEO Vigil selected KeyData as the best possible choice for replacing STR and AirDNA. The overall cost is an annual increase of about \$5,000 but the new platform has both hotel and host share past, present and future booking data. It also identifies feeder markets to DPC can better position the limited marketing dollars. Board Member Haligas noted that she had to recuse herself from the vote because she has a family member associated with KeyData. CEO Vigil stated that this contract falls within her spending authority but because of the association she felt the contract should be ratified by the Board for complete transparency. Vice Chairman Grainger motioned to approve the research contract ratification with KeyData, followed by a second from Secretary / Treasurer Street. The motion passed unanimously. (5-0).
- 10) Visitor’s Center Improved Storage Bid – CEO Vigil asked the Board to reject all bids (total of two) as they were vastly different and both greatly exceeded the estimated construction costs. Board Member Rohan motioned to reject the bids, followed by a second from Vice Chairman Grainger. The motion passed unanimously. (6-0)
- 11) Marketing Media Plan – CEO Vigil presented the Marketing Media Plan for placed media for the remainder of the FY24 period. Secretary / Treasurer Street motioned to approve the planned placed media, followed by a second from Vice Chairman Grainger. The motion passed unanimously. (6-0)
- 12) Staff Position Descriptions – CEO Vigil stated that during the budget process two positions had been reclassified and as such she felt it was an appropriate time for the Board to review the position descriptions and approve the duties and functions of the staff. Vice Chairman Grainger motioned to approve the position descriptions as presented, followed by a second from Chairman Banker. The motion passed unanimously. (6-0)

- 13) CEO Annual Evaluation – CEO Vigil reminded the Board that Chairman Banker, Secretary / Treasurer Street, and Board Member Haligas were selected as the evaluation committee because they were the only board members that had worked with CEO Vigil for the entirety of FY23. CEO Vigil presented all of the individual evaluations completed by the evaluation committee. Board Member Haligas motioned to retain CEO Vigil as the President & CEO of the organization and to authorize a 10% raise. Board Member Rohan seconded the motion and it passed unanimously. (6-0)
- 14) CEO Vigil provided updates on St Andrews School Project, that staff would work diligently to find a video meeting solution so partners could tune in, and that new video assets and print assets should be complete within the next 60 days.
- 15) Public Participation – none.
- 16) Adjourned.

**Panama City Community Development Council  
dba Destination Panama City  
Agenda Item Summary**

**1. PRESENTER NAME:**

Jennifer M. Vigil  
President & CEO

**2. MEETING DATE:**

12/13/2023

**3. REQUESTED MOTION/ACTION:**

Board approve the Tourist Development Tax collections as reported by Bay County Clerk of Court.

**4. AGENDA**

PRESENTATION   
PUBLIC HEARING   
CONSENT   
REGULAR

**5. IS THIS ITEM BUDGETED (IF APPLICABLE)?:** YES  NO  IF NO, STATE ACTION REQUIRED  N/A

BUDGET ACTION:  
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES  NO

**6. BACKGROUND:** (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)

Tourist Development Taxes are collected by Bay County Clerk of Court and reported to Destination Panama City for Fiscal Year 2023.



## Tourist Development Tax, Bay County, Florida

### FY2023 Cash/Accrual Breakdown

Panama City

Attributed period	Collected in												
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
Pre	\$ 5,202.11	\$ 635.89	\$ 600.00	\$ 10,587.04	\$ 1,565.39	\$ 3,402.66	\$ 1,333.98	\$ 8,305.55	\$ 1,667.85	\$ 3,130.72	\$ -	\$ -	\$ 36,431.19
Oct	\$ 131,612.04	\$ 4,347.53	\$ 139.26	\$ 50.00	\$ 240.41				\$ 336.59	\$ 854.79	\$ -	\$ -	\$ 137,580.62
Nov	\$ 33.64	\$ 107,443.31	\$ 265.53	\$ 488.40	\$ 197.44				\$ 201.16	\$ 9.89	\$ -	\$ -	\$ 108,715.74
Dec			\$ 95,520.78	\$ 3,101.74	\$ 3,443.23	\$ 6,000.03	\$ 1,406.25	\$ 1,974.40	\$ 1,983.12	\$ 1,161.18	\$ 862.04	\$ 2,014.79	\$ 117,467.56
Jan				\$ 100,409.64	\$ 2,707.53	\$ 521.71	\$ 118.79		\$ 229.88	\$ 50.00	\$ 50.00		\$ 104,087.55
Feb				\$ 496.99	\$ 115,284.41	\$ 506.47	\$ 311.13	\$ 98.29	\$ 320.70	\$ 50.00	\$ -	\$ 89.70	\$ 117,157.69
Mar					\$ 636.76	\$ 183,113.42	\$ 1,087.34	\$ 315.40		\$ 472.06	\$ -	\$ 157.84	\$ 185,782.82
Apr						\$ 252.44	\$ 168,937.27	\$ 518.37	\$ 530.95	\$ 746.94	\$ 603.66	\$ 290.61	\$ 171,880.24
May							\$ 289.08	\$ 198,494.09	\$ 1,093.57	\$ 961.81	\$ 670.20	\$ 225.39	\$ 201,734.14
Jun								\$ 623.71	\$ 228,053.17	\$ 9,007.00	\$ 878.05	\$ 141.78	\$ 238,703.71
Jul									\$ 387.30	\$ 258,946.44	\$ 3,599.37	\$ 227.52	\$ 263,160.63
Aug										\$ 382.94	\$ 142,468.49	\$ 352.30	\$ 143,203.73
Sep										\$ 31.10	\$ 194.13	\$ 124,619.70	\$ 124,844.93
Post	\$ 136,847.79	\$ 112,426.73	\$ 96,525.57	\$ 115,133.81	\$ 124,075.17	\$ 193,796.73	\$ 173,560.21	\$ 210,329.81	\$ 234,804.29	\$ 275,804.87	\$ 149,325.94	\$ 128,546.36	\$ 1,951,177.28

Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402

Express Delivery: 225 McKenzie Ave, Panama City, Florida 32401

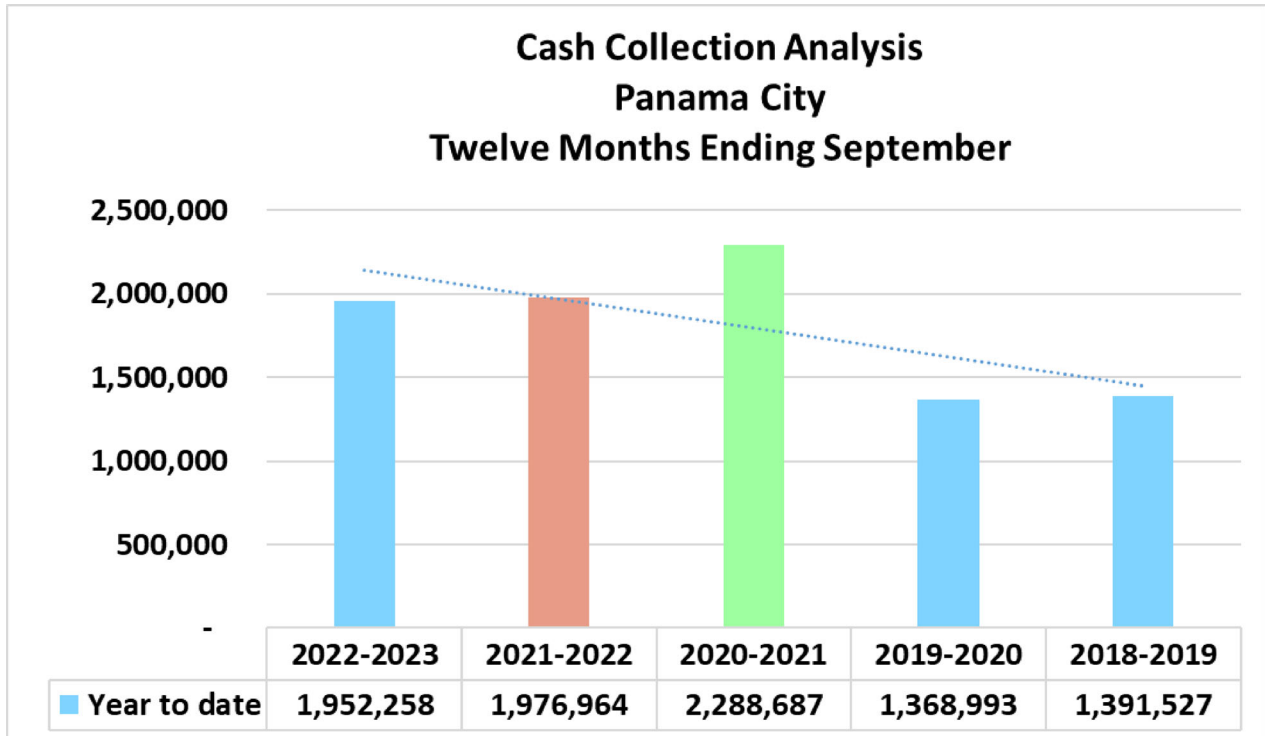
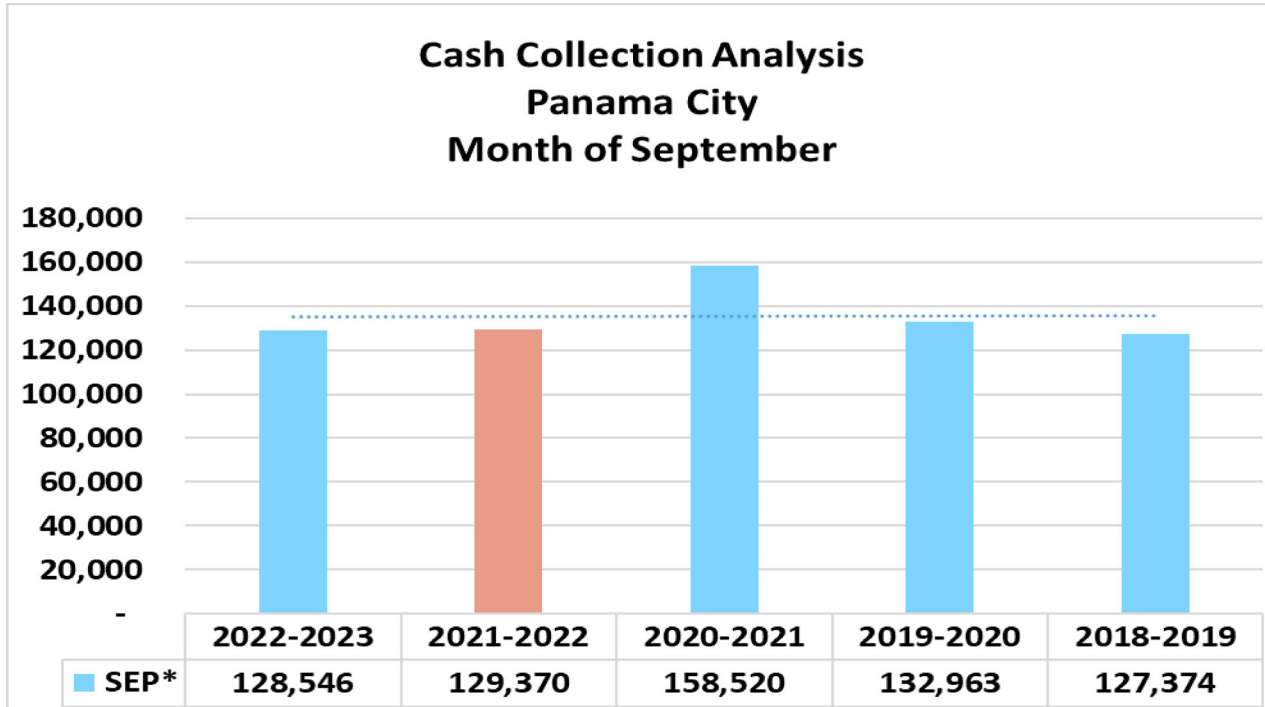
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## Tourist Development Tax, Bay County, Florida



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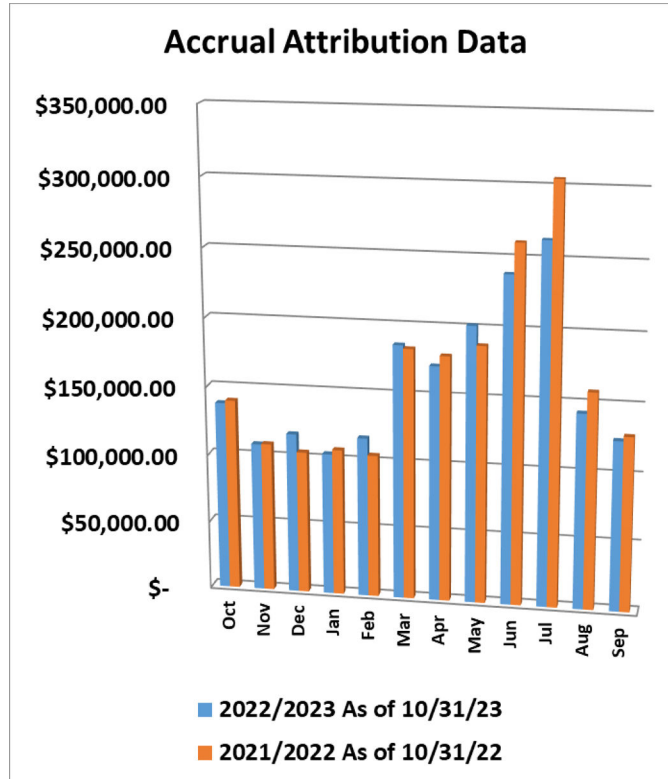
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## Tourist Development Tax, Bay County, Florida

### Panama City



Accrual Attribution Data					
	<u>2022/2023 As</u> <u>of 10/31/23</u>	<u>2021/2022 As</u> <u>of 10/31/22</u>	<u>Variance</u>	<u>Variance %</u>	<u>2021/2022</u> <u>FINAL 10/31/23</u>
Oct	\$ 137,580.62	\$ 139,707.69	\$ (2,127.07)	-1.52%	\$ 139,707.69
Nov	\$ 108,715.74	\$ 109,136.72	\$ (420.98)	-0.39%	\$ 109,519.77
Dec	\$ 117,467.56	\$ 104,394.31	\$ 13,073.25	12.52%	\$ 106,142.20
Jan	\$ 104,087.55	\$ 107,470.61	\$ (3,383.06)	-3.15%	\$ 107,673.68
Feb	\$ 117,157.69	\$ 104,788.11	\$ 12,369.58	11.80%	\$ 105,041.08
Mar	\$ 185,782.82	\$ 183,371.78	\$ 2,411.04	1.31%	\$ 184,023.59
Apr	\$ 171,880.24	\$ 179,370.49	\$ (7,490.25)	-4.18%	\$ 180,110.27
May	\$ 201,734.14	\$ 187,806.71	\$ 13,927.43	7.42%	\$ 189,065.83
Jun	\$ 238,703.71	\$ 260,831.35	\$ (22,127.64)	-8.48%	\$ 262,268.37
Jul	\$ 263,160.63	\$ 305,053.89	\$ (41,893.26)	-13.73%	\$ 307,069.52
Aug	\$ 143,203.73	\$ 158,610.42	\$ (15,406.69)	-9.71%	\$ 142,468.49
Sep	\$ 124,844.93	\$ 128,197.76	\$ (3,352.83)	-2.62%	\$ 131,913.85
	<b>\$ 1,914,319.36</b>	<b>\$ 1,968,739.84</b>	<b>\$ (51,067.65)</b>	<b>-2.59%</b>	<b>\$ 1,965,004.34</b>

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**Panama City Community Development Council  
dba Destination Panama City  
Agenda Item Summary**

**1. PRESENTER NAME:**

Jennifer M. Vigil  
President & CEO

**2. MEETING DATE:**

12/13/2023

**3. REQUESTED MOTION/ACTION:**

Board approve the Tourist Development Tax collections as reported by Bay County Clerk of Court.

**4. AGENDA**

PRESENTATION   
PUBLIC HEARING   
CONSENT   
REGULAR

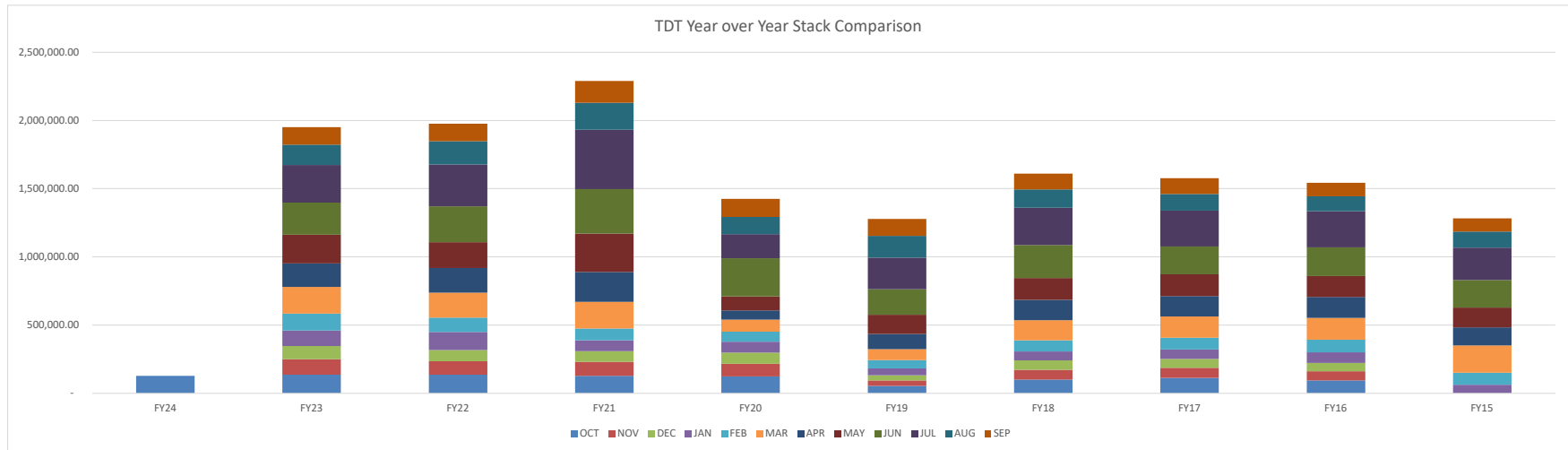
**5. IS THIS ITEM BUDGETED (IF APPLICABLE)?:** YES  NO  IF NO, STATE ACTION REQUIRED  N/A

BUDGET ACTION:  
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES  NO

**6. BACKGROUND:** (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)

Tourist Development Taxes are collected by Bay County Clerk of Court and reported to Destination Panama City for October 2023 (FY24).



	FY24	FY23	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY15
OCT	128,772.76	136,847.79	135,808.08	128,768.79	123,861.73	53,465.19	101,281.73	112,754.00	94,571.27	-
NOV		112,426.73	100,118.98	101,630.73	91,643.79	40,942.54	69,765.50	73,327.00	66,059.88	-
DEC		96,525.57	81,802.37	78,649.26	82,443.03	37,691.14	69,355.65	65,657.00	62,079.90	-
JAN		115,133.81	132,165.89	78,908.76	79,980.05	50,642.49	66,053.88	70,339.00	78,155.39	63,069.50
FEB		124,075.17	104,387.19	87,288.10	73,996.73	59,891.56	82,266.95	85,637.00	92,804.00	87,845.52
MAR		193,796.73	182,793.74	195,307.74	88,811.23	80,393.83	147,842.53	155,229.00	159,731.00	200,483.24
APR		173,560.21	180,812.49	219,349.92	66,107.75	112,406.97	148,755.72	149,230.00	153,227.00	130,848.26
MAY		210,329.81	188,943.25	280,541.00	102,481.39	139,913.92	160,287.99	159,517.00	152,286.00	146,220.71
JUN		234,804.29	263,818.71	326,761.40	280,201.96	187,808.86	240,405.16	203,829.00	210,619.00	201,906.34
JUL		275,804.87	306,533.79	434,980.46	176,685.02	231,805.34	275,072.33	262,982.00	265,911.00	238,143.02
AUG		149,325.94	170,409.27	197,980.46	125,871.61	158,028.14	132,766.82	123,488.00	108,223.00	118,070.60
SEP		128,546.36	129,369.86	158,520.08	132,963.41	125,158.45	116,889.75	113,733.00	99,494.00	95,907.58
TOTAL		1,951,177.28	1,976,963.62	2,288,686.70	1,425,047.70	1,278,148.43	1,610,744.01	1,575,722.00	1,543,161.44	1,282,494.77



## Tourist Development Tax, Bay County, Florida

### FY2024 Cash/Accrual Breakdown

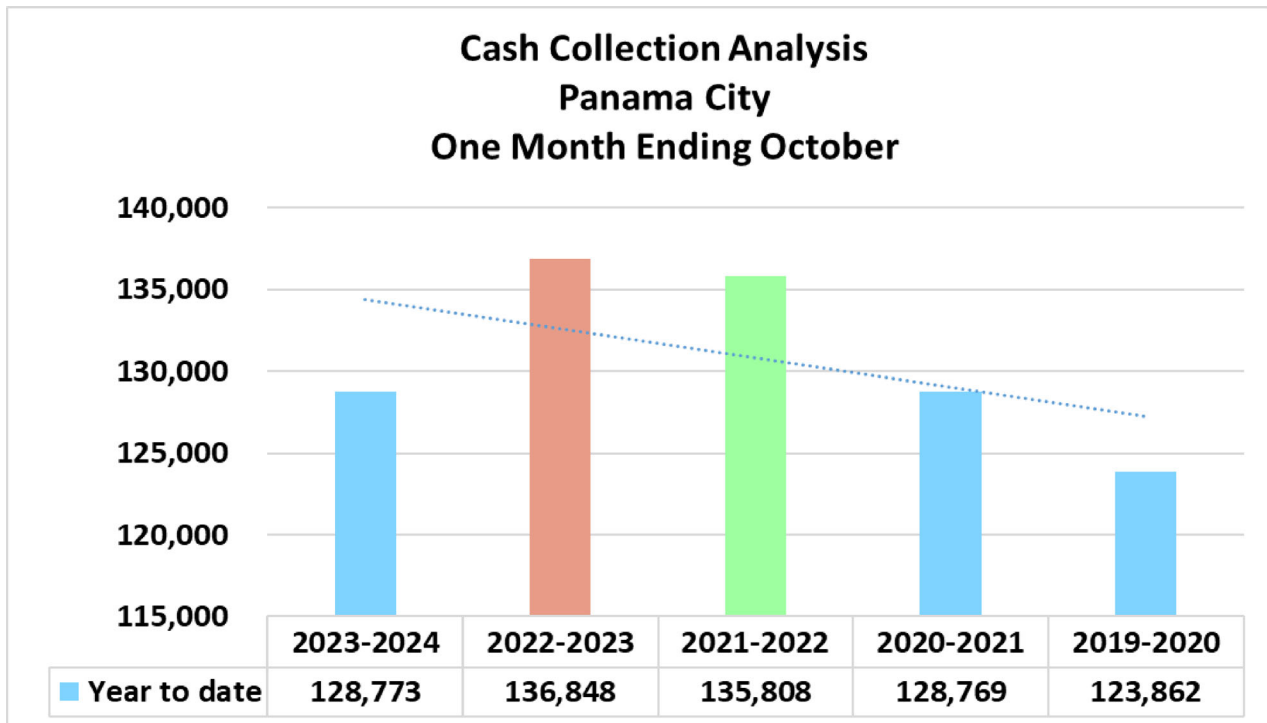
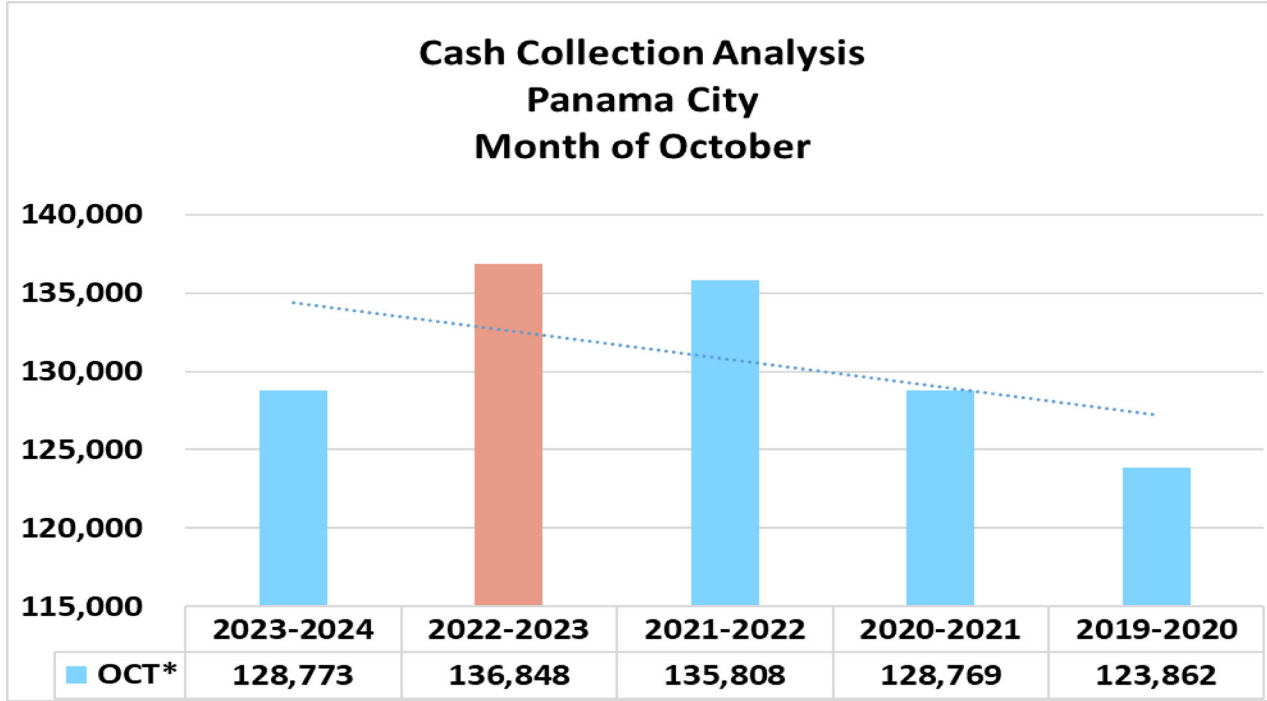
Panama City

Attributed period	Collected in				
	Nov	Dec	Jan	Feb	Mar
Pre	\$ 3,564.54				\$ 3,564.54
Oct	\$ 125,023.61				\$ 125,023.61
Nov	\$ 184.71				\$ 184.71
Dec					\$ -
Jan					\$ -
Feb					\$ -
Mar					\$ -
Apr					\$ -
May					\$ -
Jun					\$ -
Jul					\$ -
Aug					\$ -
Sep					\$ -
Post					\$ -
	\$ 128,772.86	\$ -	\$ -	\$ -	\$ 128,772.86

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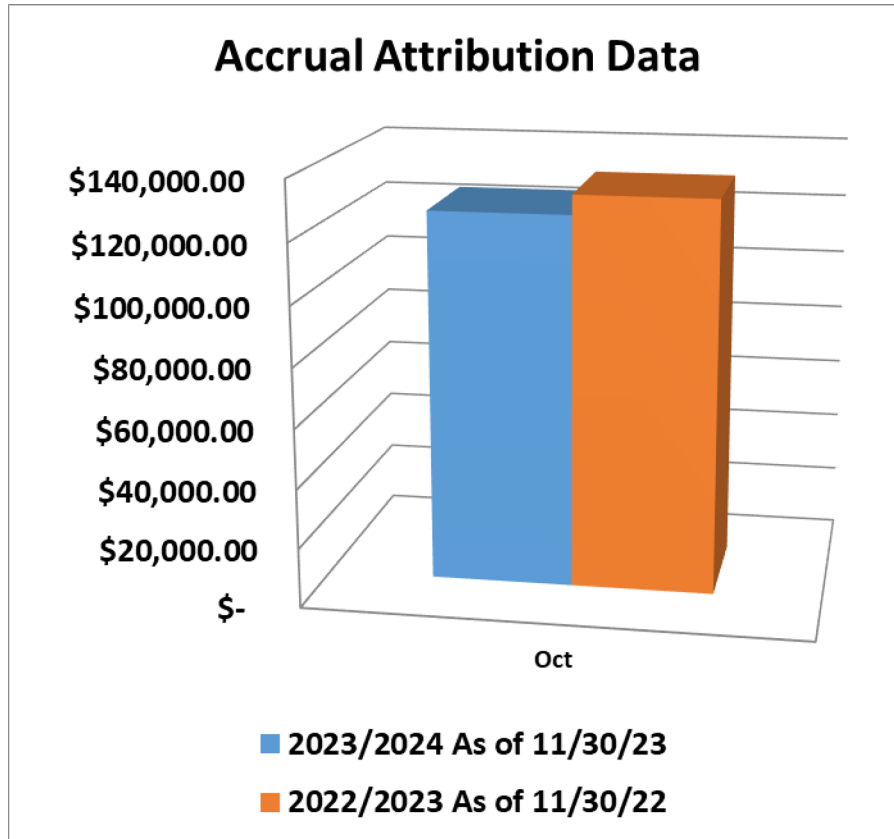
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## Tourist Development Tax, Bay County, Florida

Panama City



Accrual Attribution Data					
	<u>2023/2024 As</u> <u>of 11/30/23</u>	<u>2022/2023 As</u> <u>of 11/30/22</u>	<u>Variance</u>	<u>Variance %</u>	<u>2022/2023</u> <u>FINAL 11/30/23</u>
Oct	\$ 125,023.61	\$ 131,612.04	\$ (6,588.43)	-5.01%	\$ 175,092.86
Nov-Sep	\$ 184.71	\$ 33.64			
	\$ 125,208.32	\$ 131,645.68	\$ (6,588.43)	-5.00%	\$ 175,092.86

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**Panama City Community Development Council  
dba Destination Panama City  
Agenda Item Summary**

**1. PRESENTER NAME:**

Jennifer M. Vigil  
President & CEO

**2. MEETING DATE:**

12/13/2023

**3. REQUESTED MOTION/ACTION:**

Board consider the KOSA Mardi Gras Special Event Reimbursement Assistance request.

**4. AGENDA**

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

**5. IS THIS ITEM BUDGETED (IF APPLICABLE)?:** YES  NO  IF NO, STATE ACTION REQUIRED  N/A

BUDGET ACTION:  
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES  NO

**6. BACKGROUND:** (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW))

Attached is the Krewe of St Andrews application for Special Event Reimbursement Assistance for the 2024 Mardi Gras parade and festival which will be held February 2 - 4, 2024 in the historic St. Andrews neighborhood.

Destination Panama City has funded the KOSA Mardi Gras for the last eight years. This year's application request includes \$20,000 for Media spend, \$12,000 for Stage and Sound Production, and \$15,000 for entertainment. The total is \$42,000. Per the application, they would like \$32,000 in cash assistance and \$10,000 in media in-kind assistance. Representatives from Aaron Rich Marketing met with DPC staff because they have been retained by KOSA for marketing services.

The application included an event budget with the total revenue projected to be \$135,400 and the total expenses to be \$122,990. There is a projected net profit of \$12,410. The KOSA organization uses fundraisers like Mardi Gras to support the local community and has donated over \$250,000 back to the community over the years. A \$42,000 event assistance request is equivalent to 34% of the expenses.

The application is missing a detailed media budget, letters of community support, and letters of lodging partnership agreement. Staff has met with representatives from KOSA and Secretary / Treasurer Street multiple times over the months leading up to the application highlighting the importance of early organization, marketing, and coordination with lodging partners to bring visitors to Panama City.

Staff recommends board approve \$32,000 in cash assistance broken down as \$10,000 for marketing (provided a detailed marketing plan is submitted for review and approval to DPC), \$12,000 for stage and sound production, and \$15,000 for entertainment. Staff also recommends board approve DPC to allocate \$5,000 to provide in-kind digital and social media marketing assistance. Staff also recommends this event assistance be contingent upon KOSA submitting a detailed media budget and a minimum of two letters of lodging partnership agreement.





# DESTINATION PANAMA CITY (PCCDC)

## EVENT ASSISTANCE GRANT PROGRAM APPLICATION

Destination Panama City understands the economic and intrinsic importance of special events. In order to fully support events it is imperative that event coordinators submit all necessary documents, interim reports, and final reports to be eligible for financial assistance.

### I. EVENT INFORMATION

1. Event Name: St. Andrews Mardi Gras Parade + Festival
2. Event Date(s): Feb 2, 3 + 4, 2023
3. Event Location: 11<sup>th</sup> St (Flower to Beek) Beek 10<sup>th</sup> to 15<sup>th</sup> Marina, Bayview
4. Event Description: Parade + festival encompassing a large part of St. Andrews proper.

#### 5. Type of Event:

- Arts (Music, Performance, Visual Arts)
- Cultural/Holiday
- Culinary
- Sports

#### 6. Event History:

- New Event
- Recurring Event: How many years? 25 Has event received prior DPC funding? yes

7. Has the Location/Facility been secured? Yes

8. Facility Name: St Andrews!

9. Facility Contact: Name City of Panama Phone \_\_\_\_\_

#### 10. Attached Documents:

- Event Budget
- Detailed Media Budget
- Letters of Community Support
- Letters of Lodging Partnership Agreement
- List of Sponsors, Type & Amount of Sponsorship
- Event Schedule
- IRS Form W9

## II. APPLICATION INFORMATION

1. Organization Name: Krewe of St. Andrews, Inc
2. Organization Contact: Donald Cox
3. Contact Email: donald.cox@richmark.us
4. Contact Phone: 850.624.2513
5. Address: P.O. Box 16791, PC, FL 32406-6791
6. Organization Type:  
 Private  
 Non-Profit (501c3) or (501c6)  
 Other
7. Tax ID: 20-1568457

## III. GRANT REQUEST

Financial assistance is reimbursement based and it must be indicated in your budget which items would be grant financed.

1. Amount of Financial Assistance Requested: \$32,000
2. Type of In-Kind Assistance Requested (be specific): \$10,000 Media Advertising

## IV. ECONOMIC IMPACT

Please use your best estimates for attendance and participation. These numbers influence the event impact calculation, your event insurance, and certain logistics related to sanitation and restroom facility requirements.

1. Total Expected Participants:
  - a. Adult - Visitor 700
  - b. Adult - Local 1,000
  - c. Youth - Visitor 100
  - d. Youth - Local 200
2. Total Expected Spectators:
  - a. Adult - Visitor 12,000
  - b. Adult - Local 20,000
  - c. Youth - Visitor 7,500
  - d. Youth - Local 12,500
3. Projected Length of Stay 2 nights
4. Projected Number of Rooms 50-100
5. Projected Room Night Cost \$129



## V. SIGNATURES & ACKNOWLEDGEMENTS

### APPLICANT SIGNATURE/DISCLAIMER

We the undersigned certify that we have read and understand the Destination Panama City (PCCDC), Event Grant Assistance Program Policy and have been appointed by our organization as an Authorized Agent.

	<i>Treasurer Emeritus</i>	<i>10/12/23</i>
Authorized Signature, Applicant	Title	Date

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Authorized Signature, Applicant	Title	Date
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### ADDITIONAL DISCLOSURES

- Destination Panama City will contact the applicant organization with any questions and notify them of a final decision or board recommendation.
- All events occurring within the city limits of Panama City must have a Panama City Special Events Permit. This document can be found at: <https://panamacity.gov/693/apply-for-Special-Event>
- Each organization awarded a grant must sign a Memorandum of Understanding that includes reporting requirements, reimbursement processes, brand guidelines standards for marketing purposes, and a volunteer hour agreement.
- It should be understood that Tourist Development Taxes are statutorily purposed. In regards to events, the following excerpt from Florida Statute 125.0104 shall be applied in considering all grant applications:

*"Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.*

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**SEND APPLICATIONS TO:**  
Destination Panama City  
Attn: Jennifer M. Vigil, President & CEO  
101 W. Beach Drive  
Panama City, FL 32401  
Jennifer@DestinationPanamaCity.com



## KOSA Parade & Festival

February 2, 3, 4, 2024

		Budget	Actual
Revenue Streams:			
Vending		\$ 16,000	
Sponsors:			
Parade		9,500	
Festival		5,000	
Pet & Children's parades	D	5,150	
Float		15,000	
VIP Tickets - Gross		7,400	
Float entry fees		3,750	
Bars (2, one VIP no profit)		3,000	
City of Panama City	A	17,600	
DPC (less entertainment sponsor)	B	32,000	
Krewe member bead purchases		6,000	
Other Sponsors - Entertainment		15,000	
		\$135,400	
Expenses:			
Management fees	C	\$ 12,000	
Police - est	A	10,000	
Permits	A	500	
Overnight security		640	
Electric	A	2,000	
Beads & Throws - kid's parade	1 D	4,000	
Beads & Throws - main parade	2 & 4	6,000	
Float renovations		8,000	
Staging catering		1,500	
Pet Parade	D	1,150	
Honor Guard/Wheel Walkers	3	500	
Cleanup crew	A	2,100	
Ice		1,200	
Porta potties & handwash stations	A	3,000	
Am Society of Composers		200	
Insurance		6,000	
Grand Marshall expenses		200	
Media spend	5 B	20,000	
Stage & sound	B	12,000	
Entertainment	6 B	15,000	
Marina fencing		3,500	
Emcee for parade		1,000	
Spirits		3,500	
Krewe overhead		9,000	
		122,990	
Projected Net Income or (Loss)		\$ 12,410	

- 1 We usually have a sponsor offset some or all of this cost  
2 Krewe members pay this by additional purchases  
3 Honorarium Tyndall Airmen's Club or High School's JROTC  
4 The Krewe/DPC bead is not included in this budget  
5 Media Budget:

Description	Amount
Pensacola/S. Walton County	\$3,000
Montgomery/Birmingham markets	\$4,000
Atlanta	\$4,000
WMBB (TV in Dothan/Bay)	\$2,000
Tallahassee/J'ville/Columbus	\$3,000
Facebook Ads	\$2,000
Radio ESPN	\$1,000
2024 Launch	\$1,000
	\$20,000

Media placement:  
Pensacola/S. Walton - 3 months  
Montgomery/Birmingham & Atlanta - 3 months  
WMBB: 2 months in Dothan/Bay  
Facebook: 7 state regional target  
Radio: 2 weeks out in Bay  
2024 launch: 3 to 4 months

- 6 Estimate that includes first time regional acts.



# Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

**1** Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.  
**KREWE OF ST. ANDREWS, INC.**

**2** Business name/disregarded entity name, if different from above

**3** Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC

**C Corporation**

S Corporation

Partnership

Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ \_\_\_\_\_

**Note:** Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

**Other (see instructions) ▶** **501(c)(3)**

**4** Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) **5**

Exemption from FATCA reporting code (if any) \_\_\_\_\_

(Applies to accounts maintained outside the U.S.)

**5** Address (number, street, and apt. or suite no.) See instructions.  
**PO BOX 16791**

**6** City, state, and ZIP code  
**PANAMA CITY, FL 32406-6791**

**7** List account number(s) here (optional)

Requester's name and address (optional)

Print or type. See Specific Instructions on page 3.

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

**Social security number**

			-					
--	--	--	---	--	--	--	--	--

**OR**

**Employer identification number**


2	0	-	1	5	6	8	4	5	7
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## Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

**Sign Here** Signature of U.S. person ▶  Date ▶ **1/2/19**

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.



## KOSA PARADE & FESTIVAL

### SCHEDULE OF EVENTS

February 2, 3, 4, 2024

February 2, 2024

Festival Opens	4:00 PM	
Kid's Parade	4:30 PM	
___ Music TBC Act	5:30 PM	\$500.00 budget
___ Music TBD Act	7:30 PM	\$500.00 budget
Festival closes	9:30: PM	

February 3, 2024

Festival Opens	10:00 AM	
Main Parade	2:00 PM	
Heat and Zydeco Gents	4:00 PM	\$1600.00
Chandler Flint	6:00 PM	\$1000.00
Jeff Carter Group	7:30 PM	\$1400.00
Craft Beer Festival	4:00-7:00 PM	
Festival closes	10:00 PM	

February 4, 2024

Festival Opens	10:00 AM	
Pet Parade registration	1:30 PM	
Pet Parade	2:30 PM	
Anne Cline	1:00: PM	\$1200.00
DJ Filler	3:00 PM	
Craft Beer Festival #2	12:00-3:00 PM	
Festival closes	4:00 PM	

**Panama City Community Development Council  
dba Destination Panama City  
Agenda Item Summary**

**1. PRESENTER NAME:**

Jennifer M. Vigil  
President & CEO

**2. MEETING DATE:**

12/13/2023

**3. REQUESTED MOTION/ACTION:**

Board authorize advertisement of the Invitation to Bid for St Andrews School Project from January 10, 2024 through February 29, 2024.

**4. AGENDA**

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

**5. IS THIS ITEM BUDGETED (IF APPLICABLE)?:** Yes  No  IF NO, STATE ACTION REQUIRED  N/A

BUDGET ACTION:  
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: Yes  No

**6. BACKGROUND:** (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW))

Quina & Grundhoefer Architects have completed the bid documents and construction documents for the St Andrews School Project.

The bid documents can be found here:

<https://destinationpanamacity.com/wp-content/uploads/2023/12/St.-Andrew-School-Project-Manual-100-11.30.23.pdf>

The construction documents can be found here:

<https://destinationpanamacity.com/wp-content/uploads/2023/12/St-Andrews-School-DPC-Nov30-2.pdf>

Staff requests the advertisement for invitation to bid period be January 10, 2024 through February 29, 2024. Staff believes waiting until after the new year will avoid rushed submissions and increase the number of qualified bidders. It also provides an opportunity for staff to seek public-private partners for the area defined as the "reception hall" in the plans that will ultimately become an eatery of some kind; as well as securing private and public funding assistance for the project.

Jennifer Vigil <jennifer@destinationpanamacity.com>

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## ALERT: Florida Black History Museum

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Robert Skrob <Robert@robertskrob.com>

Tue, Oct 31, 2023 at 3:23 PM

To: "jennifer@destinationpanamacity.com" <jennifer@destinationpanamacity.com>

Cc: Suzanne Hurst <Suzanne@helpmembers.org>

**Would you like your destination to be the location of a new black history museum operated by the State of Florida?**

**Here's a message from Mark Ard, External Affairs Director, Florida Department of State. Note you have the choice between two submission deadlines based on your schedule.:**

Dear Destination Marketing Organization -

Last year, HB 1441 went into effect as Chapter 2023-72, Laws of Florida, which created the Florida Black History Museum Task Force within the Department of State.

Currently, the Florida Black History Museum Task Force is considering location ideas for the proposed placement of the future museum. While the turnaround is quick, this is a great opportunity to throw your name in the hat as a potential destination for this museum. If your destination/city/county is interested in being a possible location for this statewide museum, please respond to Mark.Ard@DOS.MyFlorida.com by **COB on November 8, 2023**. Destinations with an interest in becoming the home for this future State Museum and who submit the requested information will have one of two meeting opportunities to attend: November 13, 2023, from 1:00 – 5:00 p.m. and a December meeting TBD.

**To participate in the November 13 meeting, please submit the following by November 8:**



- One PowerPoint Presentation slide with numbers you think would be helpful to members of the Task Force.
- Your “pitch packet” or media kit of information that you think would be helpful to members of the Task Force in making their selection.
- Contact information for a representative who could attend a future Task Force meeting to provide additional information, if requested.

**To participate in the December meeting, please submit the following by December 1:**

- One PowerPoint Presentation slide with numbers you think would be helpful to members of the Task Force.
- Your “pitch packet” or media kit of information that you think would be helpful to members of the Task Force in making their selection.
- Contact information for a representative who could attend a future Task Force meeting to provide additional information, if requested.

I know this is a tight turnaround, but I think it’s a great opportunity to start the conversation for your destination. If you have any questions, please feel free to reach out to Mark Ard at the contact information listed below.

Mark Ard, PMP

External Affairs Director

Florida Department of State

Mark.Ard@DOS.MyFlorida.com

850.245.6529



**Robert Skrob**

*Executive Director*

Destinations Florida

1400 Village Square Blvd., Suite 3-250

Tallahassee, FL 32312, USA

850-222-6000

Robert@DestinationsFlorida.org

**EXECUTIVE  
DIRECTOR  
SINCE 2001**





November 7, 2023

Mark Ard, PMP  
External Affairs Director  
Florida Department of State

Dear Mr. Ard,

I hope this letter finds you well. I am writing to introduce myself as Jennifer Vigil, the President & CEO of Destination Panama City. It is my pleasure to make your acquaintance, and I am excited to explore the possibility of Panama City as the future home of the Florida Black History Museum.

Our community takes immense pride in its deep-rooted ties to the African American heritage, with individuals such as Jose Massalina and his son Hawk Massalina playing integral roles in shaping our history. In particular, Jose Massalina's story as a free Black and Spanish pioneer who settled here after jumping ship in 1836 resonates profoundly with our local narrative.

Panama City offers exceptional advantages as a potential location for the museum. Our thriving tourism industry presents an immediate and eager audience for the museum, providing a unique opportunity to educate and inspire visitors from across Florida and beyond. We have identified three preemptive locations that we believe would be ideal for the museum's placement, showcasing our dedication to this initiative.

Furthermore, our community is readily accessible by car, plane, and, yes, even by boat—a nod to the legacy of Jose Massalina. This accessibility ensures that the museum would be easily reachable for visitors from various parts of the state, enhancing its potential impact.

What sets us apart is the tremendous local support and enthusiasm for hosting the Florida Black History Museum. Our community organizations, leaders, and residents are united in their commitment to preserving and celebrating African American heritage. We believe that Panama City is not just a destination but a welcoming home for the museum.

I would like to extend a warm invitation to you to visit Panama City and explore firsthand the rich cultural tapestry and the potential museum locations we have identified. It would be an honor to personally guide you through our city, introduce you to our passionate community supporters, and discuss in greater detail the compelling case for Panama City as the museum's future home.

Thank you for considering our proposal, and I anticipate the privilege of being chosen to attend the November 13, 2023, meeting to learn about next steps for this wonderful endeavor.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Vigil".

Jennifer Vigil  
President & CEO

# Panama City: The Ideal Destination for the Florida Black History Museum

Panama City, located in Bay County, Florida, is a city with a deep-rooted history in the African American community, making it the perfect home for the Florida Black History Museum. Here's why Panama City should be the chosen destination:

## 1. Historical Significance:

- Panama City's African American community has played a pivotal role in shaping the city's history, with figures like Jose and Hawk Massalina leaving an indelible mark on the local narrative.
- The city is one of only five locations currently featured on the US Civil Rights Trail, a testament to its historical significance in the Civil Rights Movement.

## 2. Education and Heritage:

- Panama City proudly hosts the only operating Rosenwald School recognized on the VISIT FLORIDA website, preserving the heritage of African American education.
- The local community is committed to preserving and celebrating its African American heritage through various cultural events, festivals, and educational initiatives.

## 3. Cultural Events and Festivals:

- Panama City's Black History Month Festivals, Juneteenth festivals, and Black History Month events provide a platform to honor the African American history of Bay County.

## 4. Landmarks:

- Panama City boasts numerous landmarks significant to African American history.

## 5. Community Support:

- Panama City enjoys strong and enthusiastic local support for hosting the Florida Black History Museum. Our community organizations, leaders, and residents are united in their commitment to preserving and celebrating African American heritage, making Panama City an ideal choice for the museum's future home.

#### 6. Ease of Accessibility:

- By Air: Northwest Florida Beaches International Airport (ECP), Fort Walton – Destin Airport (VPS)
- By Ground: I-10, US 98, Hwy 231, Hwy 79, Hwy 77

#### 7. Existing Tourism Base:

- Bay County welcomes over 4 million tourists a year creating an immediate audience for the future museum.

#### 8. Potential Locations: We have preemptively selected three potential locations for the Florida Black History Museum:

- Old Juvenile Justice Courthouse
  - Located at 533 East 11th Street, this site offers a turnkey solution.
  - The property is currently owned by the Bay County Commission, making it a viable partner for the project.
- Old AD Harris School\*\*
  - Located at 819 East 11th Street, this location offers historical significance and potential for the museum.
- Old Federal Courthouse Building
  - Located at 30 West Government, this site presents another option for consideration.

We believe that the old Juvenile Justice Courthouse is the most viable choice due to its turnkey nature and potential partnership with the Bay County Commission.

#### Contact Information:

For more information or to schedule a visit to Panama City, please contact:

Jennifer Vigil  
President & CEO  
Destination Panama City  
Jennifer@DestinationPanamaCity.com  
850.832.5262

We look forward to the opportunity to showcase Panama City's unique attributes and the immense potential it holds as the future home of the Florida Black History Museum.

The following are quotes from notable persons actively working to preserve the African American history in our area:

Janice Lucas

Panama City Commissioner, Ward 2

***“As a lifelong student of the history of Africans and their descendants in the United States of America, I welcome the opportunity for Panama City to be the site of the Florida Black History Museum to add our stories to the state history.”***

Wanda Keyes, President

Rosenwald High School Alumni Reunion, Inc.

***“When Rosnewlad Alumni come to Panama City, they want to be able to look and see things that they have put in the African American Cultural Center and reminisce. We've lost a lot with the destruction of the African American Cultural Center, so we want to create a new center and expand the offerings with a curated museum.”***

Matthew Shack, Historian

Gulf Coast State College Education Encore Black History Instructor

***“This museum is an opportunity for Northwest Florida Black History to be included in the state black history story. The Massalina Family organized the first free Black community in the Panhandle on Red Fish Point. When Hawk Massalin turned 100, reporters came from all over to interview him.”***

J. D. Green-Jones, PhD

J D Green Educational Services

***“Our children need to know the contributions made by Blacks to the Panhandle, state of Florida and the nation. The Florida Black History Museum will build on the magnificent work done by the Florida A&M University Eaton/Meek Archives and fill in the geographical gaps between Pensacola and Tallahassee.”***

For your entertainment and enjoyment please watch the video showcasing just a snippet of our local history: <https://youtu.be/AHMF1sPzx8w?si=Cf--OmWfGPNhXZAI>

# PANAMA CITY FLORIDA

Located in the heart of northwest Florida, Panama City is the county seat of Bay County. It is the largest city between Pensacola and Tallahassee.

**Accessible Location:** Our city is conveniently accessible for visitors across Florida and beyond by car or plane. Northwest Florida Beaches International Airport was recently recognized as one of the fastest growing airports in the southeast United States.

**Cultural Significance:** Panama City has a rich African American history with the contributions of early pioneers like Jose and Hawk Massalina still be recognized today. Panama City is the only city in northwest Florida currently on the US Civil Rights Trail.

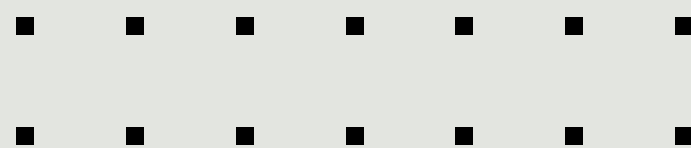
**Community Support:** Panama City has strong local support and enthusiasm for hosting the museum.

# 2019

Panama City was one of the first Florida cities accepted into the US Civil Rights Trail.

# 1951

Panama City is home to the only operating Rosenwald School in Florida recognized by VISIT FLORIDA. With the Rosenwald High School Bi-Annual Reunion still being held. December 2023



# 4M

Bay County welcomes over 4 million tourists per year and is served by Northwest Florida Beaches Airport (ECP). Recognized as one of the top 15 fastest growing airports.

# 1836

The year Jose Massalina, a free black merchant marine jumped ship and made his way to Panama City to pioneer one of the earliest Florida settlements.

# 3

Number of viable locations we can share today!

# 2

Gulf Coast State College and Florida State University - Panama City are both located in Panama City.



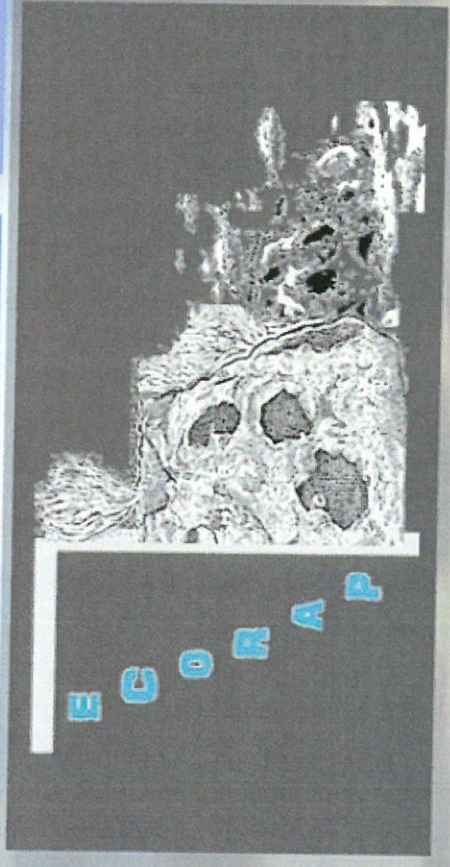
Shoreline Habitats

RB Living Shorelines

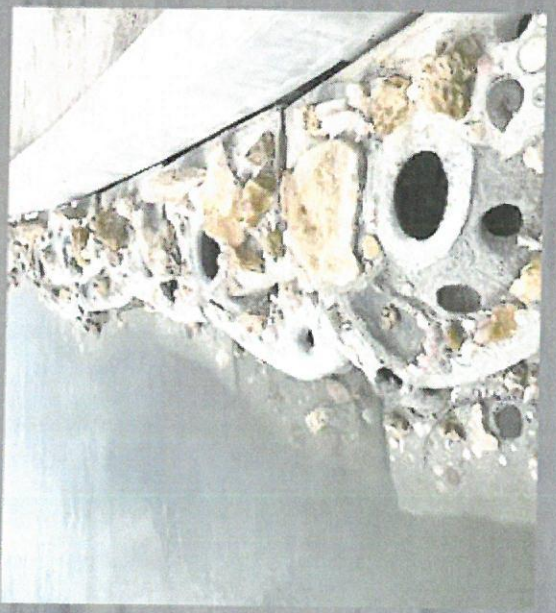
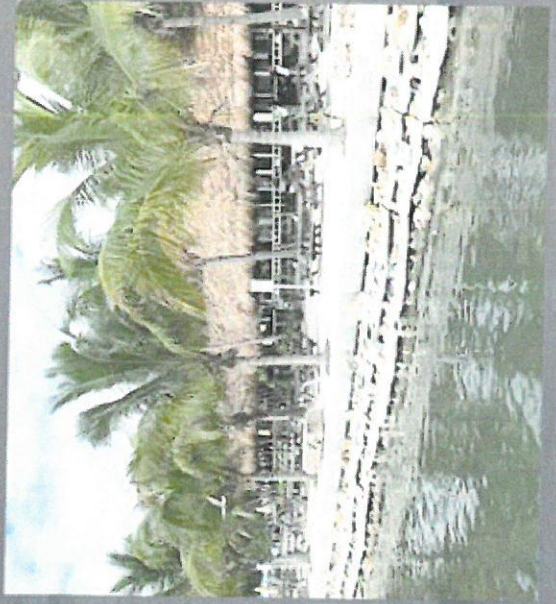
Living Seawalls & Docks

EcoRap Living Seawalls

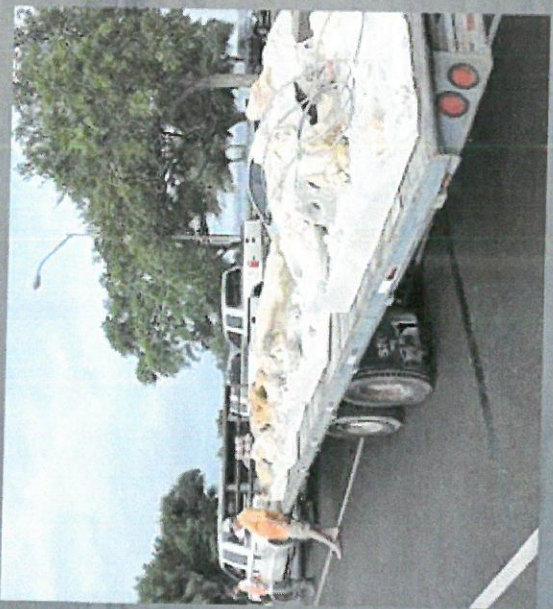
Reef Ball Contacts



# EcoRap Living Seawalls

















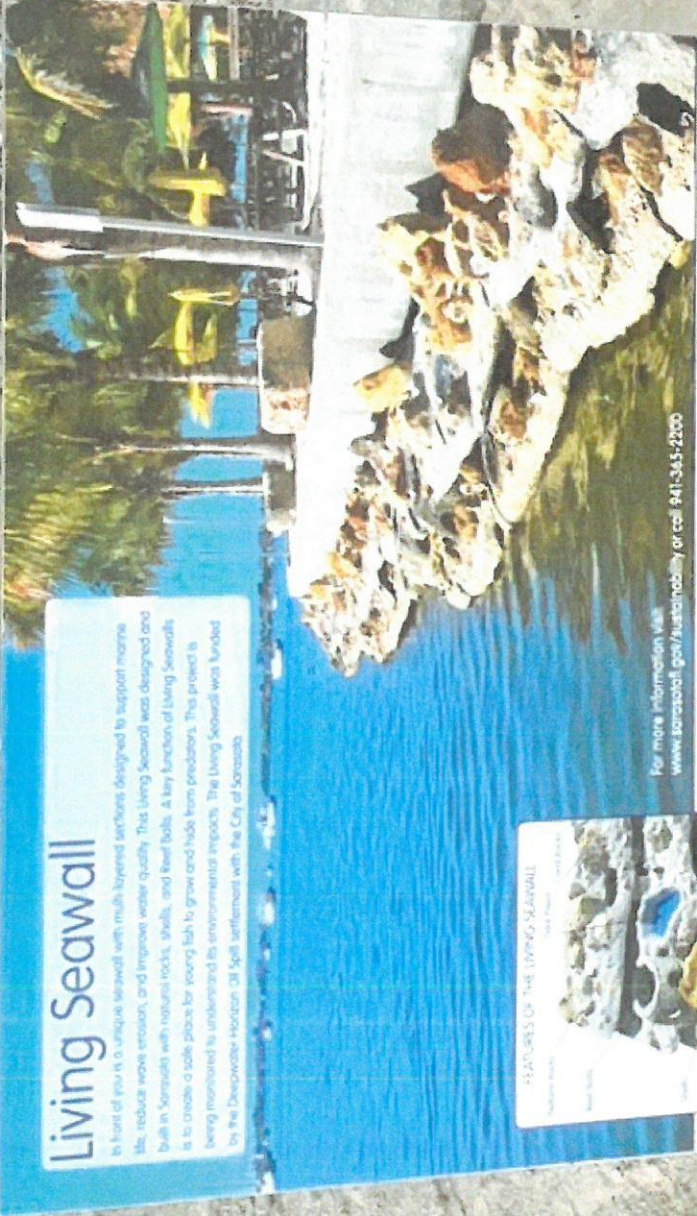
# Living Seawall

In front of you is a unique seawall with multi-layered sections designed to support marine life, reduce wave erosion, and improve water quality. This Living Seawall was designed and built in Sarasota with natural rocks, shells, and reef balls. A key function of Living Seawalls is to create a safe place for young fish to grow and hide from predators. This project is being monitored to understand its environmental impacts. The Living Seawall was funded by the Deepwater Horizon Oil Spill Settlement with the City of Sarasota.



FEATURES OF THE LIVING SEAWALL

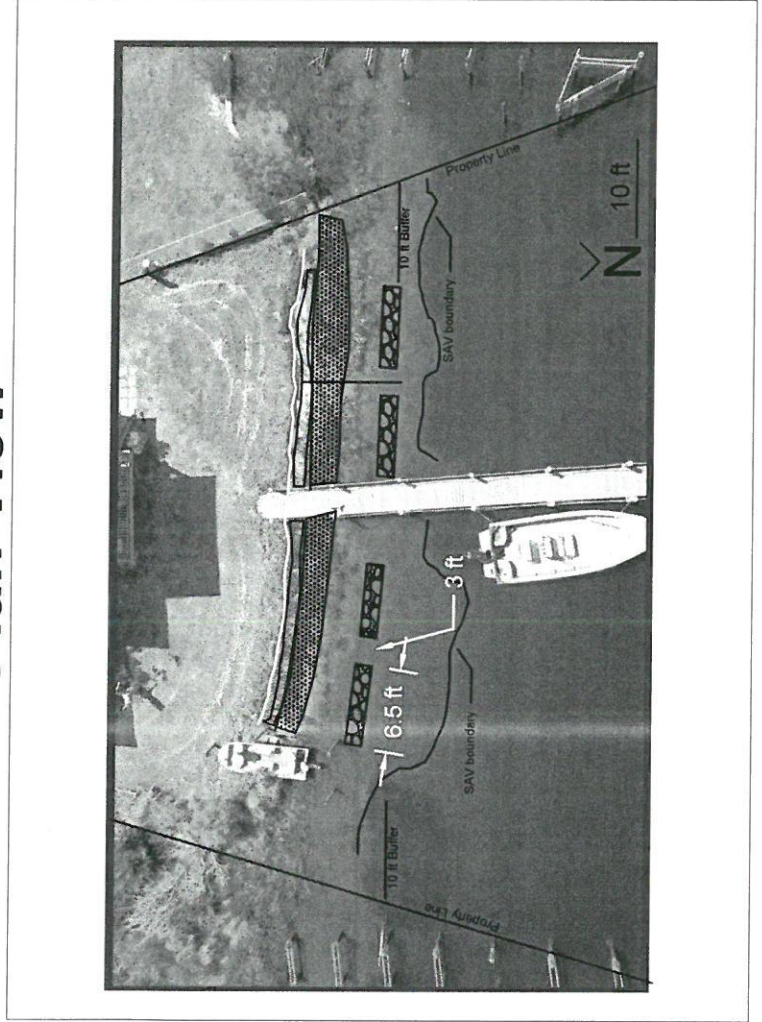
For more information visit [www.sarasotafl.gov/sustainability](http://www.sarasotafl.gov/sustainability) or call 941-565-2200








Example

## Plan View



Location: 1830 Poston Dr, Panama City, FL 32404  
MHW: 0.23 m NAVD88 (0.75 ft)  
MLW: -0.16 m NAVD88 (-0.52 ft)

This parcel is 60 feet wide. MHW has been outlined in white and the proposed design does not exceed a distance of 10 feet from that. Four breakwaters (or equivalent) will be installed. Breakwater total height is 0.60 m (2.00 ft), width (front to back) is 1.5 m (5 ft), and length is 2.00 m (6.5 ft). The breakwaters will have a 1 m (3.3 ft) spacing. Approximately 195 cubic ft (7 cubic yards) of rock will be needed. The breakwater height is not more than 0.3 m (1 ft) above MHW. Coir logs are to be placed along the shoreline just below the MHW line Spartina alterniflora planted between the coir logs and the breakwaters.

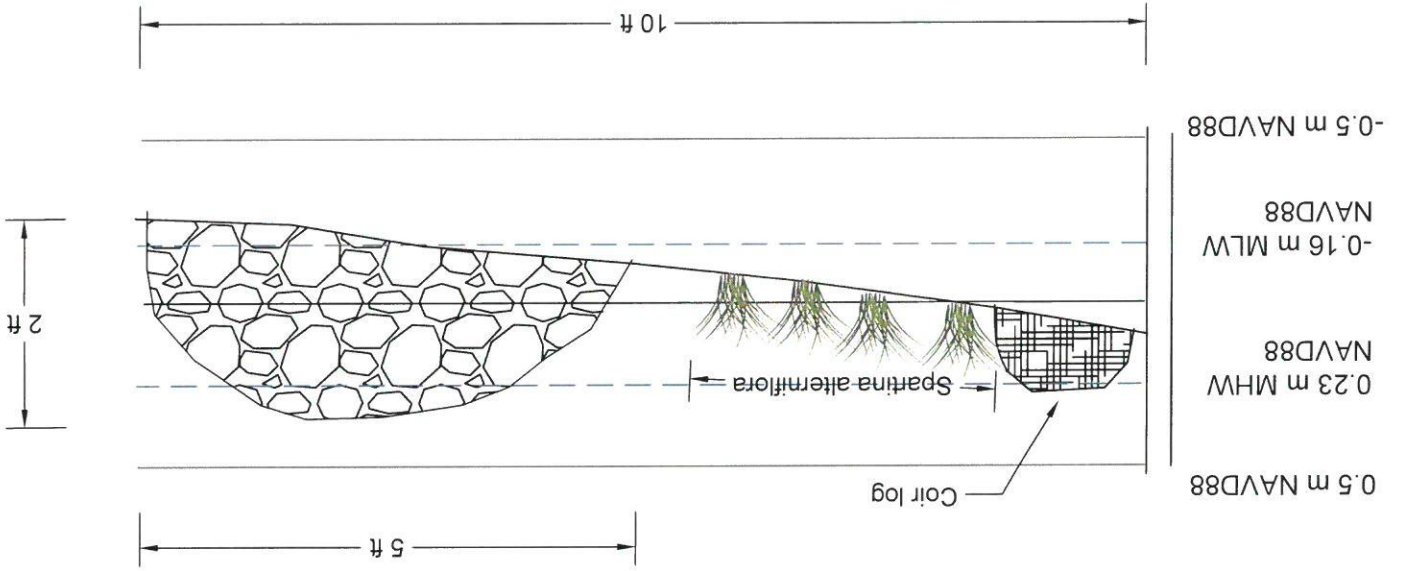
-  Coir logs
-  Spartina planting
-  Oyster Castles



Toston  
Bayou  
example



Example



The elevation of the breakwater is -0.25 m (-0.82 ft). The total height of the breakwater is 0.6 m (2 ft) and the total width of the base of the breakwater is 1.5 m (5 ft).



